

SHADOW PROJECTS

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FAX COVER SHEET

TO: _____ John Krisfalusi _____

FAX: _____ 213 957-1128 _____

FROM: _____ Mitchell Kriegman _____

MESSAGE: _____

DATE: _____ 11/30/90 _____

OF PAGES: _____ 6 _____

THIS ENTIRE FAX HAS
THE EFFECT OF
KNOCKING DOWN ALL
THE WORK + TIME
VANESSA +
JOHN HAVE DEVOTED TO
BUILDING UP AN
UNDERSTANDING OF WHAT
THE SHOW WAS GOING
TO BE ABOUT. THE
MESSAGE IS "WE
HAVE ABSOLUTELY NO TRUST
OR FAITH IN SPUMCO'S
ABILITY TO CREATE
ANYTHING UNLESS WE
CHECK THEM AT EVERY
STEP. + TELL THEM WHEN
TO STOP CREATING

re: ren and stimpy

To: John Krisfalusi
Spumco
Fax # 213 957-1128
From: Mitchell Kriegman
Animation Dept
Nickelodeon

WE
KNOW
THIS

The following is a response to the format breakdown and format sheets you've submitted. We've put together your information and our needs to come up with the guidelines below.

Here's the standard show format for the Ren and Stimpy Series that is entitled: THAT WE MADE UP, STUPID!

**Ren and Stimpy's
Cartoon Party**

1. **Show opening** -- with theme song, title and establishing principle characters - Ren and Stimpy
2. **Fake Commercial** -- cartoon segment with Ren and Stimpy advertising a fake product like "Gritty Kitty Litter."
3. **Sketch** -- a short cartoon segment featuring Ren and Stimpy at home, could be an opening monologue.
4. **The Big Cartoon Adventure** -- Eight minute Ren and Stimpy Adventure or alternative format -- **Storybookland** or **Sci-Fi Theater**.
5. **Goodbye** -- Ren and Stimpy at home saying goodbye. This is a segment (like "Hey Rock, watch me pull a rabbit out of a hat!") that is a set up with several endings. (For variety, this segment could also be another fake commercial and a shorter standard goodbye.
6. **End Credits**

re: ren and stimp

Based on the above format these are the segment categories that require premises:

<u>segment</u>	<u>quantity</u>	
opening	1	
fake commercial	8 (suggested)	4 - 0 - 1 - 1 - 1 - 1 - 1 - 1
sketches	6 (suggested)	4 - 0 - 1 - 1 - 1 - 1
big cartoon adventure	7	
storybookland	3	
sci fi theater	3	
goodbye set up	1	
goodbye endings	4	

Please send us more possible premises than numbered above so that we can choose. For instance on the fake commercials give us at least twelve. We should have ten big cartoon ideas to choose from, etc.

VANESSA + JOHN HAVE DISCUSSED
THIS IN DETAIL. MITCHELL
SHOULD BE ADVISED OF THE
REASON FOR DOING THE BUMPER.

The following is an explanation of the formats. These descriptions are a combination of information from Spumco and our collective thinking at Nickelodeon. We've gone to the trouble of deliniating them here so we can discuss them and agree on these guidelines.

IT DOESN'T
FIT WITH
THE CARTOON
PARTY IDEA.
THE FITS WITH
THE BOY WITH
IDEA.

1. Fake Commercials

Just as in the old QuickDraw McGraw Cartoons the stagecoach jumperseat would open to the announcer's voice saying "QuickDraw McGraw is brought to you by Kelloggs..." Ren and Stimpy's cartoon party would be brought to you by a variety of obviously fake, goofy products, that are funny in and of themselves whether kids get the parodies or not. Spumco should generate a list of possible fake products that we approve before the commercials are outlined.

2. Sketches

These three minute segments are like opening sketches or monologues, the way Burns and Allen, or Jack Benny used to do an opening bit. They don't have to be in front of a curtain however.

* They must take place somewhere in Ren and Stimpy's Home. Making that "Homebase" so that we can readily identify them in their surroundings and it fits with the "Cartoon Party" idea of the party happening at home. These sketches should involve Ren and Stimpy or either of them alone, but not include other characters. Ideas for this might include something like "Stimpy's Home Safety Hints." OR THEY MIGHT NOT.

THIS IS
CHEATING
THE KIDS
OUT OF
THEIR
PARTY.
NEVER.

3. The Big Cartoon Adventure

This is the standard eight minute cartoon that begins with title card and is a full blown Ren and Stimpy Adventure and can happen anywhere, including home.

* THE "PARTY" IDEA HAS BEEN COMPLETELY MISUNDERSTOOD. I MEANT PARTY IN A METAPHORICAL SENSE NOT LITERALLY. "PARTY" AS IN → FUN, UNINHIBITED, FREEDOM, SURPRISES - NO RULES. FROM RESPONSIBILITY

11/30/90

4. Storybookland

Storybookland begins each time with Stimpy asking Ren to read him a story. When Ren refuses, Stimpy decides to read Ren a story. The only problem is that Stimpy can't read, so he looks at the pictures and makes it up. Ren falls asleep and Stimpy's story becomes a fractured fairytale in Ren's mind that he always wakes up from in a fright.

These stories must be based on a real fairytale like "Little Red Riding Hood," or "Hansel and Gretel." Ren and Stimpy would play the characters, and the story would get all confused. They also require a payoff or ending when Ren wakes up.

5-13
↑
T-S
BEEN
DONE

5. Sci-Fi Theater

This format begins with a standard opening with Ren and Stimpy excitedly getting ready to watch tv, gathering together their decoder rings, etc. This is followed by a cartoon adventure with Ren and Stimpy playing the parts of Commander Ren and Cadet Stimpy. It concludes with a standard cliffhanger ending, but does not continue each week.

7. Goodbye

This is the set up: Ren and Stimpy at home. Ren tells Stimpy to say goodbye. He gets hysterical about saying goodbye and going away and wondering what he'll be doing until next week's cartoon party. For the payoff: we need four different punchlines.

8. End Credits

How Shows are Submitted

Please submit entire episodes to Nickelodeon, this includes the following:

commercial
sketch
adventure/storyline/sci fi
goodbye

THIS IS
WASTING
VALUABLE
TIME +
ENERGY

Even though we've seen them before include repeats.

Finally these are the submission stages for each show:

1. premise
2. first stage outline (AS MANY AS ASKED FOR)
3. second stage outline
4. story board and separate dialogue script
5. second board and dialogue script if necessary

THIS IS
QUITE
DIFFERENT
FROM OUR
ORIGINAL AGREEMENT.

THIS COMPLETELY CONTRADICTS
GERRY LAYBOURNES WISH THAT
NICKELODEON GETS THE ANIMATOR'S POV. ALSO NEGATES THE
VALUE OF GOING TO
"BOUTIQUE'S."

↓
THIS SHOWS A COMPLETE LACK OF
TRUST IN MY ABILITY + HONOR.

IF I HAVE TO SPEL OUT EVERY
LAST DETAIL BEFORE DOING ANY
DRAWINGS, THERE IS NO POINT IN DOING
ANY DWGS. WE MIGHT AS WELL
SEND EVERYTHING OVERSEAS. BECAUSE
IN EFFECT THIS DISALLOWS ANY
CREATIVE WORK TO BE DONE AFTER
THE SCRIPT STAGE.

IF THERE ARE TO BE "NO SURPRISES"
THEN THERE'S NO POINT IN ME DIRECTING OR
WRITING. I'LL JUST PRODUCE + HIRE
SOME SATURDAY MORNING HACKS.

11/30/90

re: ren and stimp

These are the notes on all outlines and premises submitted to date.

sci fi format - go to stage two outline

- we like this opening
- item 4. change to "who could believe in these guys?" instead of "characters"
- regarding the ending. if it's going to end in an impossible cliffhanger that we never resolve then it must end with something like "will commander hoek, will cadet stimp, will the entire world as we know it end in one big, etc. Gee, we don't know, but tune in next time for"

bob camp's story ideas - written premise

We're interested in hearing more about "stimp as wrestler" and "stimp's invention" but must know more we'll pass on the other concepts

ren conquers the world - pass

big brother - pass

storybookland - stage two outline

item 1. stimp should beg please! please!

item 3. no black and white, no bugs -- just squiggles, no bug spray

item 5. tell us how he makes it all up, what does he say?

do we see the pictures?

it must be a real fairytale

at the end -- is it always the same?

what does he do? does he hit stimp?

how does he respond to each story?

how is what happened to ren resolved and payed off in the button
at the end?

re: ren and stimp

nurse stimp - new stage one outline

DONE

- ✓ 5. the picture is the punchline? describe it.
 - ✓ 6. we don't get this one or the next one
 - ✓ 10. stinky chicken doesn't work for us find another way or another joke
 - ✓ 11. describe punchline
 - ✓ 14. instead of take them off/ should be take "your fur off"
 - ✓ 15. this newspaper joke has to happen right away, right after we see the mailman, etc in the window. you've lost the joke if it's delayed. A spinning newspaper might be a good gimmick here.
 - 16. why does he get sick and then better again??? Drop this.
- This is a story about ren being sick and stimp nurses him back to health, even though ren feels he's being tortured he feels thankful and guilty that he doesn't appreciate his friend. But when stimp gets sick it's time for ren to get revenge! Keep the story-line simple so the gags will work. Gags don't build, there's a progression but it's not shown clearly.

LACK
OF
TRUST.

NERVE

DONE

euopean nation - new stage one outline

CUT STORY

Need new title -- something about Goatsylvannia

- 4. Are ren and stimp tourists? have they been here before? We need to know. We don't buy that they become goatherds. Isn't that a whole different story.
- 5. the baron jokes aren't as good as the opening list
- 6. what do these women look like?
- from the beginning through 7 what is the structure of all this? what do we see? what is the through line? Is it ren's uncle taking them around the festival? how do these events unfold. need more info
- 7. how is this "furter" business shown? how does he fall in vat? do they think he's a sausage or a person or both? how does this work?
- 8. drop word "slavic"
- we don't like the wedding. it's not satisfying ending. don't they come home don't they say goodbye? we need something that relates to the opening. some kind of button.

MITATELL
DOEN'T
GET IT.

nurse stimp - new stage one outline

DONE

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- ✓ 6. we don't get this one or the next one
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LACK
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DONE

europaen nation - new stage one outline

CUTS-AT

Need new title -- something about Goatsylvannia

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MITCHELL
DIDN'T
GET IT

5. the baron jokes aren't as good as the opening list

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nature show - new stage one outline

DONE

- ✓ 1. just do it as a show with ren and stimp as hosts. Since we have the framework for the show now -- sketch hellos goodbyes, etc -
- they don't need to get jobs ✓

- ✓ 2. we need another title for the show ✓

- ✓ 3. we need the set up. what's on the show? We need something like "tonights show is about, tonight we're in search of the...etc." ✓

We need the words.

- CUT SC. - 4. We need to know the dialogue script for this. what is convergent evolution, we need something more ridiculous, that sounds real. → LACK OF TRUST.

✓ We don't get big sleep joke -- drop it.

We like tagging joke but how it works is unclear -- explain it better.

- ✓ 11. Can't do commercials in the middle of a story. It conflicts with the format and it doesn't make any sense BUT CATS CAN TALK.

- ✓ 12. I like 12 but stop the joke before it becomes too inside about show business.

No tranquillizer gun, but could be a blow pipe instead of a gun.

? - The whole joke of this story is that ren and stimp as nature show hosts end of being more beast-like and crazed than the beasts and the payoff at the end is that ren and stimp are even tempted by a creature who just tempts nature show hosts. Make this progression clearer so that the jokes stand out more.

re: ren and stimpy

the boy who called rat - go to stage two outline

We want to make this a regular cartoon adventure and not a storybookland

We'd like another ending that shows them working out of this jam.

Vanessa's suggestion: Inside Stimpy's mouth, Ren can't stand it anymore so he tickles the roof of his mouth, Stimpy coughs him up like a hairball, then they have to work themselves out of a jam with the human couple, giving back the money, doing the dishes, pretending their mice, whatever. So we need another ending -- not a dream.

So in summary

sci fi format - go to stage two outline

bob camp's story ideas - written premise on two ideas

ren conquers the world - pass

big brother - pass

storybookland - go to stage two outline

nurse stimpy - new stage one outline

europa nation - new stage one outline

nature show - new stage one outline

the boy who called rat - go to stage two outline

Call when ready. Talk to you soon.

re: ren and stimp

DONE BY JOHN K.
DEC 2/90

the boy who called rat - go to stage two outline

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THE ONLY POSITIVE SUGGESTION.

So in summary

sci fi format - go to stage two outline

bob camp's story ideas - written premise on two ideas

~~ren conquers the world - pass~~

~~big brother - pass~~

storybookland - go to stage two outline

nurse stimp - new stage one outline

european nation - new stage one outline

nature show - new stage one outline

✓ the boy who called rat - go to stage two outline

Call when ready. Talk to you soon.

so in

CONCLUSION: " WE DO NOT WANT ANYTHING WRITTEN FROM A VISUAL POINT OF VIEW. WE DO NOT WANT THE BENEFIT OF ABILITIES WE DO NOT HAVE OURSELVES. WE DO NOT WANT CARTOONS. WE WANT ^{1ST YEAR} FILM SCHOOL SENSIBILITIES. WE ONLY WANT WHAT CAN BE UNDERSTOOD IN WORDS ON PAPER. IGNORE THE MEDIUM.

11/30/90